

**WHAT IS CLAIMED IS:**

1. A method of managing digital records for an organization, the method comprising:

receiving a request for an action on a digital record, said digital record comprising critical elements;

presenting one or more profiles for at least one of the critical elements, wherein the profiles incorporate digital record management procedures of the organization;

receiving a selection of one of the one or more profiles; and  
executing the action based on the selection.

2. The method of claim 1, wherein the digital record is a domain name record.

3. The method of claim 2, wherein the action comprises registering a domain name record.

4. The method of claim 2, wherein the action comprises modifying a domain name record.

5. The method of claim 2, wherein the critical elements comprise contact information.

6. The method of claim 2, wherein the critical elements comprise domain name server information.

7. The method of claim 1, wherein a selection of a critical element for which one or more profiles will be presented is based on the requested action.

8. The method of claim 1, further comprising:  
permitting modification of the profiles only by authorized users.

9. The method of claim 2, further comprising:  
interfacing with a domain name registrar to execute the action.

10. A digital record system for managing digital records that comprise critical elements, said system comprising:  
a computer processor; and  
a memory device coupled to said processor, said memory device having instructions stored thereon that, when executed by said processor, cause the

system to:

based on a received request for an action on a digital record, display a menu of one or more profiles for at least one of the critical elements, wherein the profiles incorporate digital record management procedures; and

based on a received selection of one of the one or more profiles, execute the action.

11. The system of claim 10, wherein the digital record is a domain name record.

12. The system of claim 11, wherein the action comprises registering a domain name record.

13. The system of claim 11, wherein the action comprises modifying a domain name record.

14. The system of claim 11, wherein the critical elements comprise contact information.

15. The system of claim 11, wherein the critical elements comprise

domain name server information.

16. The system of claim 10, wherein a selection of a critical element for which one or more profiles will be presented is based on the requested action.

17. The system of claim 10, further causing said system to permit modification of the profiles only by authorized users.

18. The system of claim 11, further causing said system to interface with a domain name registrar to execute the action.

19. A computer readable medium having instructions stored thereon that, when executed by a processor, cause the processor to:

in response to a received request for an action on a digital record comprised of a plurality of critical elements, display a menu of one or more profiles for at least one of the critical elements, wherein the profiles incorporate digital record management procedures; and

in response to a received selection of one of the one or more profiles, execute the action.

20. The computer readable medium of claim 19, wherein the digital record is a domain name record.

21. A system for managing digital records for an organization, the method comprising:

means for receiving a request for an action on a digital record, said digital record comprising critical elements;

means for presenting one or more profiles for at least one of the critical elements, wherein the profiles incorporate digital record management procedures of the organization;

means for receiving a selection of one of the one or more profiles; and

means for executing the action based on the selection.